New Nielsen Report
Current Month AUG 1990

ALPINE

	...% Volume Change ...			...Share Of Market ...			..Share Pnt Change ...		
	1mm	3mm	12mm	1mm	3mm	12mm	1mm	3mm	12mm
TOTAL U.S.	14.5	6.2	75.4	0.77	0.74	0.73	0.08	0.04	0.32
REGION 1	-5.0	-11.9	67.4	0.49	0.49	0.52	-0.03	-0.06	0.23
REGION 2	18.1	13.0	83.7	0.80	0.75	0.72	0.09	0.07	0.32
REGION 3	31.0	20.8	73.3	1.12	1.01	0.94	0.27	0.19	0.41
REGION 4	17.3	3.7	79.4	0.78	0.78	0.81	0.08	0.01	0.36
REGION 5	-7.2	-7.9	68.0	0.57	0.57	0.59	-0.04	-0.03	0.26
U.S. - TOT SUPERMARKETS	15.6	12.5	101.1	0.69	0.69	0.67	0.09	0.09	0.35
U.S. - CHAIN SUPERMKTS	21.2	18.0	110.6	0.57	0.57	0.54	0.10	0.11	0.30
U.S. - INDEP SUPERMKTS	9.0	6.2	90.8	0.93	0.94	0.93	0.08	0.07	0.46
U.S. - TOT CONVENIENCE	18.5	4.4	65.0	0.90	0.81	0.82	0.11	0.01	0.31
U.S. - FOOD CONVENIENCE	-23.4	-24.4	38.6	0.59	0.60	0.65	-0.12	-0.13	0.22
U.S. - GAS CONVENIENCE	31.5	13.5	73.2	0.99	0.88	0.88	0.17	0.05	0.33
U.S. - TOT GROCERY	4.9	4.8	64.1	0.66	0.68	0.70	-0.02	0.00	0.27
U.S. - TOT DRUG STORES	5.9	-1.5	77.3	0.68	0.65	0.64	0.09	0.04	0.32
SECTION 11				0.33	0.36	0.40	-0.03	-0.10	0.15
SECTION 12				0.59	0.62	0.58	0.04	0.06	0.28
SECTION 13				0.61	0.64	0.78	-0.20	-0.10	0.30
SECTION 14				0.23	0.23	0.25	0.10	-0.04	0.12
SECTION 15				0.31	0.34	0.32	-0.07	-0.04	0.10
SECTION 16				0.78	0.70	0.61	0.05	0.00	0.30
SECTION 21				0.76	0.78	0.78	0.00	0.06	0.42
SECTION 22				0.87	0.85	0.76	0.10	0.03	0.29
SECTION 23				0.92	0.90	0.87	0.12	-0.01	0.36
SECTION 24				0.62	0.59	0.62	0.06	0.05	0.30
SECTION 25				0.84	0.82	0.83	-0.02	0.14	0.40

Source: https://www.industrydocuments.ucsf.edu/docs/kjjm0004

2041394816

New Nielsen Report
Current Month AUG 1990

ALPINE

	...% Volume Change ...			...Share Of Market ...			..Share Pnt Change ...		
	1mm	3mm	12mm	1mm	3mm	12mm	1mm	3mm	12mm
SECTION 26				0.59	0.54	0.48	-0.32	-0.22	0.08
SECTION 31				0.85	0.83	0.68	0.15	0.14	0.30
SECTION 32				1.23	1.12	1.07	0.21	0.28	0.54
SECTION 33				1.82	1.54	1.35	0.67	0.41	0.57
SECTION 34				0.71	0.69	0.70	0.17	0.08	0.35
SECTION 35				0.66	0.70	0.78	-0.16	-0.11	0.26
SECTION 36				0.51	0.53	0.57	-0.12	-0.04	0.19
SECTION 41				0.51	0.49	0.53	0.05	0.03	0.27
SECTION 42				0.58	0.62	0.70	-0.02	-0.05	0.31
SECTION 43				0.57	0.64	0.75	-0.05	-0.02	0.39
SECTION 44				1.04	1.03	1.04	0.08	0.04	0.49
SECTION 45				0.83	0.71	0.74	0.27	-0.03	0.34
SECTION 46				1.12	1.29	1.14	0.20	0.36	0.43
SECTION 51				0.39	0.39	0.58	-0.28	-0.32	0.18
SECTION 52				0.64	0.64	0.64	-0.04	-0.08	0.21
SECTION 53				0.73	0.75	0.65	0.26	0.27	0.41
SECTION 54				0.70	0.65	0.64	-0.26	-0.05	0.27
SECTION 55				0.29	0.30	0.28	-0.05	-0.01	0.10

Source: https://www.industrydocuments.ucsf.edu/docs/kjjm0004

2041394817

New Nielsen Report
Current Month AUG 1990

ALPINE FULL FLAVOR

	...% Volume Change ...			...Share Of Market ...			..Share Pnt Change ...		
	1mm	3mm	12mm	1mm	3mm	12mm	1mm	3mm	12mm
TOTAL U.S.	17.2	4.2	69.2	0.37	0.34	0.34	0.05	0.01	0.14
REGION 1	-1.6	-16.1	59.9	0.23	0.23	0.25	-0.00	-0.04	0.10
REGION 2	15.8	10.1	84.9	0.39	0.36	0.35	0.03	0.02	0.16
REGION 3	37.8	22.1	65.3	0.54	0.48	0.44	0.15	0.09	0.18
REGION 4	17.5	-2.5	68.5	0.36	0.34	0.36	0.04	-0.02	0.15
REGION 5	-1.1	-5.2	64.8	0.28	0.28	0.28	-0.00	-0.01	0.12
U.S. - TOT SUPERMARKETS	11.7	3.1	84.8	0.30	0.30	0.30	0.03	0.02	0.15
U.S. - CHAIN SUPERMKTS	13.3	10.4	97.4	0.25	0.25	0.24	0.03	0.03	0.13
U.S. - INDEP SUPERMKTS	9.7	-5.0	71.4	0.42	0.40	0.41	0.04	-0.02	0.18
U.S. - TOT CONVENIENCE	25.7	6.3	63.3	0.45	0.39	0.39	0.08	0.01	0.14
U.S. - FOOD CONVENIENCE	-30.5	-30.6	33.3	0.28	0.28	0.31	-0.09	-0.09	0.10
U.S. - GAS CONVENIENCE	45.4	19.2	73.0	0.50	0.43	0.42	0.13	0.04	0.16
U.S. - TOT GROCERY	4.0	1.3	58.8	0.31	0.32	0.34	-0.01	-0.01	0.13
U.S. - TOT DRUG STORES	11.4	1.4	76.1	0.33	0.31	0.29	0.06	0.03	0.15
SECTION 11				0.16	0.18	0.19	-0.02	-0.07	0.05
SECTION 12				0.28	0.28	0.26	0.04	0.05	0.14
SECTION 13				0.27	0.28	0.36	-0.09	-0.08	0.12
SECTION 14				0.12	0.13	0.15	0.05	-0.03	0.08
SECTION 15				0.17	0.18	0.18	-0.07	-0.05	0.06
SECTION 16				0.36	0.30	0.27	0.09	0.03	0.13
SECTION 21				0.36	0.33	0.35	-0.04	-0.03	0.18
SECTION 22				0.38	0.40	0.36	0.04	0.05	0.15
SECTION 23				0.48	0.41	0.40	0.06	0.00	0.16
SECTION 24				0.31	0.28	0.31	0.02	-0.01	0.15
SECTION 25				0.47	0.45	0.45	0.14	0.13	0.25

Source: https://www.industrydocuments.ucsf.edu/docs/kjjm0004

2041394818

New Nielsen Report
Current Month AUG 1990

ALPINE FULL FLAVOR

	...% Volume Change ...			...Share Of Market ...			..Share Pnt Change ...		
	1mm	3mm	12mm	1mm	3mm	12mm	1mm	3mm	12mm
SECTION 26				0.27	0.26	0.24	-0.46	-0.21	0.01
SECTION 31				0.37	0.37	0.32	0.08	0.05	0.13
SECTION 32				0.62	0.57	0.54	0.14	0.18	0.28
SECTION 33				0.88	0.73	0.61	0.38	0.21	0.24
SECTION 34				0.31	0.30	0.31	0.07	0.00	0.14
SECTION 35				0.32	0.32	0.36	-0.04	-0.03	0.12
SECTION 36				0.25	0.28	0.30	-0.13	-0.04	0.09
SECTION 41				0.25	0.23	0.26	0.02	0.01	0.14
SECTION 42				0.24	0.26	0.30	-0.04	-0.04	0.11
SECTION 43				0.29	0.26	0.30	0.02	0.00	0.16
SECTION 44				0.48	0.47	0.50	0.04	0.02	0.24
SECTION 45				0.35	0.30	0.33	0.09	-0.10	0.11
SECTION 46				0.49	0.48	0.45	0.13	0.09	0.13
SECTION 51				0.18	0.17	0.24	-0.11	-0.15	0.06
SECTION 52				0.31	0.32	0.33	0.01	-0.01	0.12
SECTION 53				0.35	0.36	0.32	0.15	0.13	0.20
SECTION 54				0.24	0.26	0.28	-0.30	-0.11	0.07
SECTION 55				0.17	0.15	0.13	-0.01	-0.00	0.05

Source: https://www.industrydocuments.ucsf.edu/docs/kjjm0004

2041394819

New Nielsen Report
Current Month AUG 1990

ALPINE LIGHTS

	...% Volume Change ...			...Share Of Market ...			..Share Pnt Change ...		
	1mm	3mm	12mm	1mm	3mm	12mm	1mm	3mm	12mm
TOTAL U.S.	12.1	8.1	81.1	0.40	0.39	0.39	0.04	0.03	0.18
REGION 1	-7.9	-8.0	74.7	0.26	0.26	0.28	-0.02	-0.02	0.13
REGION 2	20.5	15.8	82.6	0.41	0.40	0.37	0.05	0.04	0.16
REGION 3	25.2	19.7	81.0	0.58	0.53	0.50	0.12	0.10	0.23
REGION 4	17.2	9.0	89.2	0.43	0.44	0.45	0.04	0.03	0.21
REGION 5	-12.4	-10.2	70.9	0.29	0.29	0.31	-0.04	-0.02	0.14
U.S. - TOT SUPERMARKETS	18.9	20.9	116.5	0.38	0.39	0.37	0.06	0.08	0.21
U.S. - CHAIN SUPERMKTS	28.2	24.8	122.8	0.32	0.32	0.30	0.07	0.07	0.17
U.S. - INDEP SUPERMKTS	8.4	16.4	109.4	0.51	0.54	0.52	0.04	0.08	0.28
U.S. - TOT CONVENIENCE	12.1	2.7	66.6	0.45	0.42	0.43	0.03	-0.00	0.16
U.S. - FOOD CONVENIENCE	-15.9	-17.9	43.8	0.32	0.32	0.34	-0.03	-0.04	0.12
U.S. - GAS CONVENIENCE	19.8	8.7	73.5	0.49	0.45	0.46	0.04	0.01	0.18
U.S. - TOT GROCERY	5.7	8.2	69.5	0.35	0.36	0.36	-0.01	0.01	0.15
U.S. - TOT DRUG STORES	1.2	-3.9	78.3	0.34	0.34	0.34	0.03	0.01	0.17
SECTION 11				0.16	0.17	0.21	-0.01	-0.03	0.09
SECTION 12				0.31	0.34	0.32	-0.00	0.01	0.14
SECTION 13				0.34	0.36	0.43	-0.11	-0.03	0.19
SECTION 14				0.11	0.10	0.11	0.05	-0.01	0.05
SECTION 15				0.14	0.16	0.14	-0.00	0.00	0.05
SECTION 16				0.42	0.40	0.35	-0.04	-0.02	0.17
SECTION 21				0.40	0.44	0.43	0.04	0.09	0.24
SECTION 22				0.49	0.45	0.40	0.06	-0.03	0.14
SECTION 23				0.43	0.50	0.48	0.06	-0.01	0.20
SECTION 24				0.31	0.31	0.31	0.05	0.05	0.15
SECTION 25				0.37	0.37	0.38	-0.16	0.01	0.15

Source: https://www.industrydocuments.ucsf.edu/docs/kjjm0004

2041394820

New Nielsen Report
Current Month AUG 1990

ALPINE LIGHTS

	...% Volume Change ...			...Share Of Market ...			..Share Pnt Change ...		
	1mm	3mm	12mm	1mm	3mm	12mm	1mm	3mm	12mm
SECTION 26				0.32	0.28	0.24	0.15	-0.01	0.06
SECTION 31				0.48	0.46	0.36	0.07	0.09	0.17
SECTION 32				0.61	0.55	0.52	0.07	0.11	0.26
SECTION 33				0.95	0.81	0.74	0.30	0.20	0.34
SECTION 34				0.39	0.39	0.39	0.11	0.08	0.21
SECTION 35				0.34	0.38	0.42	-0.12	-0.07	0.14
SECTION 36				0.26	0.25	0.27	0.01	-0.00	0.11
SECTION 41				0.25	0.26	0.27	0.03	0.02	0.13
SECTION 42				0.34	0.36	0.40	0.02	-0.01	0.20
SECTION 43				0.28	0.37	0.45	-0.07	-0.02	0.24
SECTION 44				0.56	0.56	0.54	0.03	0.02	0.26
SECTION 45				0.48	0.41	0.41	0.17	0.07	0.23
SECTION 46				0.63	0.80	0.69	0.07	0.27	0.30
SECTION 51				0.21	0.22	0.33	-0.17	-0.17	0.12
SECTION 52				0.33	0.32	0.31	-0.05	-0.07	0.08
SECTION 53				0.37	0.39	0.33	0.11	0.14	0.21
SECTION 54				0.46	0.38	0.36	0.04	0.07	0.20
SECTION 55				0.12	0.14	0.15	-0.04	-0.01	0.05

Source: https://www.industrydocuments.ucsf.edu/docs/kjjm0004